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For Your Secretary

SPECIAL INTRODUCTORY OFFER TO SECRETARIES



A BRAND-NEW COMPACT AID TO YOUR SECRETARIAL CAREER! *CUTS 30 TO 80 VITAL MINUTES FROM YOUR WORKING DAY!*

- ... a reserved space for your notes.
- ... a storehouse of office information.

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- | | |
|---|--|
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| * Phonetic pronunciation of difficult business terminology. | * 3 proven ways to increase your value as a secretary. |

- * 9 key do's and don'ts to proper punctuation.
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- * Tips on office etiquette.
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- * 4 steps to graciousness--putting visitors at ease.

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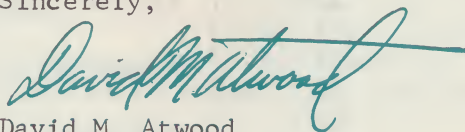
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Sincerely,



David M. Atwood



SECRETARY'S MEMORY JOGGER

CUTS 30 TO 80 VITAL MINUTES

FROM YOUR WORKING DAY!

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SM

January

1966

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Holidays for 1966

New Year's Day, Jan. 1; Lincoln's Birthday (U.S.), Feb. 12; Washington's Birthday (U.S.), Feb. 22; Good Friday, April 8; Easter Monday (Canadian), April 11; Victoria Day, Queen's Birthday (Canadian), May 23; Memorial Day (U.S.), May 30; Dominion Day (Canadian), July 1; Independence Day (U.S.) July 4; Labor Day, Sept. 5; Jewish High Holy Days, Sept. 15 and Sept. 24; Thanksgiving Day (Canadian), Oct. 10; Veterans' Day (U.S.), Nov. 11; Remembrance Day (Canadian), Nov. 11; Thanksgiving Day (U.S.), Nov. 24; Christmas Day, Dec. 25.

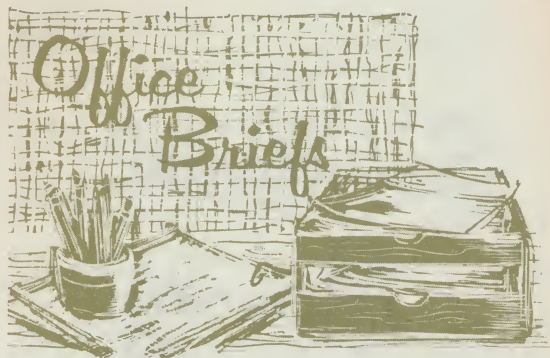
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Secretarial Memory Jogger

1966 JANUARY 1966

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Madame President? . . . Washington's Population Reference Bureau reports that since 1900 the percentage of persons over 65 has doubled, while at the same time the percentage of women in the population has been steadily increasing. It concludes that: In terms of voting power, ownership of land and corporate equities, the United States could be seen on the road toward control by older women.

Pause for Reflection . . . A company which had had a number of girls injured in the five o'clock rush down the stairs to freedom installed full-length mirrors on each landing; found they slowed the feminine contingent down to a safe walk.

Try It . . . Dr. Sherwood Commings, U. of South Dakota, has a unique way of teaching his English students the necessity of placing modifiers correctly in a sentence. Using this sentence, "He told me that he loved me," Dr. Commings points out that the word "only" used before each word gives seven different meanings to the sentence.

Mail Call . . . The chances are nine out of 10 that if you address a letter to a company,

naming your man after "Attention," the letter will be opened in the addressee's mail room instead of going unopened to him. If his name isn't on the letter itself, it may be routed somewhere else altogether. The best way to make sure your letter reaches its destination is to put your man's name on the first line of the address.

Irritating Habits . . . According to Dr. Hulsey Cason, the things we take pains to avoid — a slip that shows, for example — may not be nearly as irritating to others as some of our speech and behavior habits. From talking to hundreds of nervous and irritated people, Dr. Cason concludes that among the most common nerve-graters are these: unasked-for advice; off-color stories; idle gossip; constant use of a pet phrase such as "See what I mean?"; lack of attention resulting in a repetition of "What did you say?"

Old-Fashioned . . . A labor court in Iserlohn, Germany, ordered a local company to reinstate a woman clerk dismissed because the boss thought her red-lacquered fingernails were detrimental to business interests and a bad example for the younger girls.

Posers . . . According to a recent survey the words secretarial job hunters most frequently misspell on tests are: accumulate, afraid, all right, already, aqueduct, dictionary, occasion, personnel, receive, and separate.

Did You Know? . . . Many of the improvements which men take for granted are a result of the influence of increasing numbers of women workers in offices. Things such as rest periods, coffee breaks, modern work environments, fancy drapes, and pastel wall colors — instead of drab grays which used to be so common — are a direct result of the feminine touch.



GROOMING HINTS

At any moment you care to name, we have at least half-a-dozen friends who are on a reducing diet. A couple of them, it's true, are really overweight and should lose some poundage. But most of the others are reducing because they hope that will fix what they see in the mirror. Viewed from any angle, it's not what you'd call a good figure. The sad fact is that, no matter how much weight these girls lose, they'd still look thick through the waist and anything but flat around the tummy.

In many cases of an unsatisfactory figure, the trouble is not too much poundage but, rather, faulty posture. That word "posture" probably drags with it unpleasant memories of nagging teachers or parents. But if a little attention to it will enable you to look svelte without starving yourself, it might be worthwhile anyway.

The most common posture fault, and the one that is responsible for most unseemly bulges, is the tendency to let your torso settle down lazily on your hips. If you try just to pull your tummy in, you'll soon get the feeling that you're holding your breath, and you won't be able to keep it up. But you'll automatically get

both a slimmer waist and a flatter tummy, without any breath-holding effort, if you sit, stand, and walk with the intention of showing off every inch of your height, of looking as tall as you can, and with your shoulders well back.

Clothing important

Of course, a girl can have good posture but appear sloppy if she doesn't keep her clothes in shape. And clothes don't keep their shape by themselves; they need help.

Here are some things you should do before hanging up your clothes:

Remove clips, pins and any other jewelry. Take coins, lipsticks and crumpled tissues out of the pockets. Button buttons, fasten fasteners, zip zippers.

Then, choose the right kind of hanger. Don't use flimsy wire hangers for heavy coats and jackets with padded shoulders. And, for Pete's sake, don't even think about folding skirts over the hanger bar!

Instead, use a sturdy coat hanger that conforms to the slope and width of a garment's shoulders, and either hang skirts by their loops, or use clothespins or safety pins. Better still, invest in a good skirt hanger.

Next, hang the garment *straight and evenly*. A coat, dress or skirt hung askew is on its way to losing its shape. But don't get hanger-happy — some things shouldn't be hung at all. Never, for instance, hang knitted garments such as jerseys and sweaters.

One final caution:

Don't crowd your clothes. Wool fibers, for example, lose their elasticity if they don't have room in which to expand. Other fabrics simply wilt.

Remember, for a long life, clothes — like people — need air and rest.

Mind Your Manners



INTRODUCING PEOPLE

There are a number of stuffy rules about introductions. Forget about them. With today's casual behavior, you'll seem silly fussing about whose name to mention first. These are important:

- Pronounce both names clearly, so that both can address each other without making embarrassing mistakes.
- If you introduce a new arrival to a group, tell her what you have been talking about, so that she may join in.
- If you have to leave two people you've just introduced, drop some hint about mutual interests, so that they can start a conversation.
- Even though you know they met once before, don't say, *"Mary, you remember so-and-so."* Mary may have forgotten completely.
- Go easy on the glowing description. It is not always helpful to be introduced as *"such a smart and witty person."*

THANK-YOU LETTERS

It's easy enough to rattle off several pages of newsy gossip to an intimate friend. But the instant we're faced with the polite necessity of penning a "thank-you" for a week end's hos-

pitality, a party, or a gift, the mind goes blank. So the distasteful chore is postponed until it becomes downright impossible.

Make a practice of writing those notes within 24 hours. The longer you put it off, the tougher it gets. Don't let the fact that you're putting words on paper stymie you. Say out loud what you would say to the other person if you were talking to her. Then write it down.

It's the imagined need to get fancy that stalls you. You don't have to write a great deal either.

"Thanks loads for the gift. It was just perfect."

RETRIEVING A LOAN

You probably wouldn't hesitate to ask a friend for the book or pair of earrings she borrowed from you. When it comes to money, though, there's an unaccountable reluctance to ask for its return. You just don't like to have to remind someone about that quarter you laid out for a tip, the fifty cents for her half of the cab fare you paid, or the five dollars you loaned her until payday (long past).

But some borrowers are forgetful and others know all about this reluctance and take advantage of it.

If the amount is small, you can't gracefully ask for it back straightforwardly. The only thing to do is to be conveniently out of change yourself the next time a tip or a cab fare is needed and, without any comment, allow your friend to provide the money.

With those five- or ten-dollar "until payday" loans, wait a couple of days for repayment, and then say something like: "I'm terribly sorry, but I left my wallet in my other purse this morning. Could you let me have that five dollars?"



Here are some words frequently misspelled in business letters, reports, and memos. Check and see how good you are. Whenever you meet word gremlins such as these, and if you are in doubt, consult your dictionary.

1. (a) accomodate (b) accommodate
2. (a) acquiesce (b) aquiese
3. (a) commitment (b) committment
4. (a) consencus (b) consensus
5. (a) intercede (b) intersede
6. (a) embarrass (b) embarass
7. (a) idiocyncracy (b) idiosyncrasy
8. (a) similar (b) similiar
9. (a) maneuver (b) manuver
10. (a) necessary (b) neccessary
11. (a) noticeable (b) noticable
12. (a) occurence (b) occurrence
13. (a) parallel (b) paralell
14. (a) nickel (b) nickle
15. (a) recommend (b) recomend
16. (a) repitition (b) repetition

17. (a) seperate (b) separate
18. (a) presumptous (b) presumptuous
19. (a) transferred (b) transfered
20. (a) nowadays (b) nowdays

Plurals can sometimes be troublesome when you're dealing with a term which consists of more than one word. The question is: Which word gets the "s"? It depends on which word of the term is the important one.

SINGULAR

governor general
notary public
right-of-way
passer-by
grant-in-aid

PLURAL

governors general
notaries public
rights-of-way
passers-by
grants-in-aid

When there are two words in the term and both are equally important, both take the plural form.

SINGULAR

woman employee
woman writer
woman driver

PLURAL

women employees
women writers
women drivers

And what about "still life." How would you refer to the plural of that?

ANSWERS TO SPELLING QUIZ

- | | | | |
|---------|---------|---------|--------|
| 1. (a) | 11. (a) | 20. (a) | 5. (a) |
| 2. (a) | 12. (b) | 19. (a) | 4. (b) |
| 3. (a) | 13. (a) | 18. (a) | 3. (a) |
| 4. (b) | 14. (a) | 17. (b) | 2. (a) |
| 5. (a) | 15. (a) | 16. (b) | 1. (b) |
| 6. (a) | 16. (a) | | |
| 7. (b) | 17. (b) | | |
| 8. (a) | 18. (a) | | |
| 9. (a) | 19. (a) | | |
| 10. (a) | 20. (a) | | |

Just for Good Measures



MIND YOUR BASIC SEVEN

I was getting my lunch at a cafeteria the other day when two office girls slipped their trays on the counter beside me.

"What'd you have for breakfast, Mary?" one asked the other.

"Coffee at home," Mary answered. "Then I had a doughnut and coffee at the rest period." Just then the counter woman came up and asked for orders.

"A coke and a hot dog are okay for me," Mary said.

Before leaving the counter, I stole a glance at Mary. She looked pretty and in good health, but not in what I would call vigorous good health. And I thought about the woman I'd visited that morning, to give her some shots ordered by her doctor because she was run-down.

That woman hadn't been eating well. She wasn't too poor to eat well. She just didn't know how. After giving her the injections, I asked her what she usually had for breakfast.

"I always skip it," she said. "I'm never hungry enough to eat a whole breakfast. Once in a while I'll have a cup of coffee but I never eat anything with it."

Actually, you are most in need of nutrition at the start of each day because your body is forced to get along without nourishment while you sleep. A missed breakfast usually leads to late morning coffee and doughnuts and then you are not hungry enough for a proper lunch. Late in the afternoon you eat a chocolate bar and your appetite is dulled again. This vicious cycle saps your vitality, affects your disposition, and can eventually ruin your health.

Basic Seven

Everybody needs what doctors and dietitians call "The Basic Seven" foods every day. You can't eat them all at dinnertime. You need to start in the morning, even if that means getting up 10 minutes earlier to cook an egg and squeeze some juice. You may have to get over what for many people is a distaste for fresh fruit. But it's worth the effort. Good diet — believe me — can make you feel better than all the tonics, pills, and injections in the world.

Here are "The Basic Seven." The trick is to include a normal amount of food from each group in each day's meals.

THE BASIC SEVEN OF GOOD EATING
LEAFY, GREEN & YELLOW VEGETABLES
Raw, cooked, frozen, canned
CITRUS FRUIT, TOMATOES, RAW
CABBAGE,
or other high vitamin C foods
POTATOES AND OTHER VEGETABLES
AND FRUIT

Raw, cooked, frozen, canned, dried
MILK, CHEESE, ICE CREAM, MEAT, POUL-
TRY, FISH, EGGS, DRIED BEANS, PEAS
NUTS, BREAD, FLOUR, AND CEREALS
Whole-grain or enriched or restored
BUTTER OR FORTIFIED MARGARINE



COULD YOU TAKE OVER

It's not a thing you want to think too much about — let alone brood over — but supposing something should happen to the head of your household? Could you take over?

For instance, do you know how or where to get cash in a hurry? Could you put your hand on the insurance policies or the will? Do you know when the taxes are due; how much it takes to keep the family going each month; how to sell a stock or bond.

If you're like many of us, chances are you have only the haziest of ideas. Just why it's considered a masculine prerogative to protect women from the financial facts of life — even if they hold down a job and contribute toward keeping the family solvent — is something of a mystery. Such a state of blissful ignorance can backfire if a woman is suddenly called upon to handle the family affairs.

Happily for the fair sex, some insurance companies and banks are letting it be known that this places an unfair burden on the dis-taff side, and are slanting some of their ads toward persuading the men that it's wise to share the facts of financial responsibility with the female members of the family.

Since the only smart way to deal with an emergency is to anticipate it and be ready for it when it comes, you'd do well to get the head of your family to take you into his confidence on all matters of family finance.

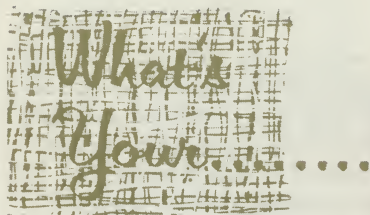
You need most to know:

1. Total family income and expense, without which you'd be unable to plan the future intelligently.
2. Where the legal and financial records are kept. That includes such things as property deeds, mortgages and records of other debts or pledges, stocks and bonds, bankbooks and statements, key to safety deposit box, etc.
3. What kind of insurance is held and in what amounts; costs of premiums and when due; benefits to be realized.
4. Who owns what — the house, car, bank accounts, real estate, securities, etc.
5. Where the will is kept and where witnesses to same could be reached.

Maybe the day will never come when you'll have to put these facts to work, but if it should, a little time and study now will save you endless trouble to say nothing of costly mistakes.

"Consensus of studies shows conclusively that, while minor emergencies tend to upset a woman more, in a real crisis she is likely to remain calmer and keep her head better than the average male. Minor problems and vexations which a man habitually takes in his stride frequently send the average woman into a tizzy. A spoiled dinner, or a car that won't start, may upset her completely. But where matters of life or death are involved, she is much less likely to go off the deep end emotionally than he."

Wilbert A. Scheer



FRUSTRATION TOLERANCE?

A woman in California looked around her home at the untidy mess which belied all her weary efforts to keep the place neat, then set fire to the house and burned it to the ground.

A middle-aged businessman wrote a note saying that his job was just too demanding for him, took a gun out of his desk drawer and shot himself through the head.

Both took drastic measures to deal with a problem which besets us all — frustration. Just being alive, you can't avoid frustration — at home, on the job, when driving a car, or trying to cross the road.

No matter what you may happen to be doing, the chances are overwhelming that you will encounter something which will balk you, disappoint you, make your efforts ineffectual, increase your difficulties, keep you from getting just rewards. Whether you shoot yourself, burn down your house, suffer a nervous breakdown or, instead, manage to lead a relatively supportable existence, depends primarily on how well you can handle the inevitable frustrations that go along with living.

EVERYBODY'S A VICTIM

Perhaps the most important factor is to realize that frustration is an unavoidable part of the business of living. Some people feel that fate has specially selected them to suffer frus-

trations unknown to more fortunate people. Yet the frustrations they complain of are no worse than those which beset the rest of the population. These people are so self-centered that they don't even recognize as such the frustrations and disappointments which overtake others. What happens to them is frustrating. When the same thing happens to others it is a mere nothing.

Such people are in a constant state of frenzied rage. They are difficult to live with and work with. They don't get very far in business, because anyone with a low boiling point seriously annoys other people. They get left out of social engagements because their explosive anger is predictably easily aroused . . . a run in a stocking, a spilled drink, a loss at cards, and the fireworks start. They don't look very attractive either. The feeling of being put upon by Providence creates a drawn, tense look.

Does this mean that to remain mentally healthy we must all be examples of monumental calm no matter what happens? No, it means simply that by comparing notes with others, by observing, perhaps by talking to somebody who is wise about the business of living, it is possible to distinguish the everyday frustrations, which have to be taken in stride, from the big ones which might justify an occasional blowing of the top.

FRUSTRATION SURVEY

This survey can be very enlightening. You will find among other things that everybody:

- *Puts time and effort into work which turns out to be useless.*
- *Runs into several snags on any undertaking, however small.*
- *Finds his efforts undone by somebody else.*
- *Gets further delayed when he is already late.*
- *Can't find some indispensable tool or piece of paper when he's all ready to start a project.*
- *Does a good job for which somebody else is rewarded.*
- *Loses out on something which was almost in the bag.*
- *Finds an apparently simple task incredibly difficult to do.*
- *Has his best laid plans go astray through no fault of his own.*
- *Often fails to get what he wants.*
- *Now and then finds everything altogether too much for him.*

Obviously, it is absurd to get into a state over the sort of toe-stubbing which bruises everybody all the time. It is amazing how much easier it is to tolerate frustrations once you realize that you are not their sole target, that they hit everybody, every day.



MINUTE MENU MAGIC

When you plan your weekly shopping trip, add at least six extra eggs to your list. Then, while you put away the groceries, hard-boil these oval wonders and you will find they are your best friends in the gourmet line. Even a frozen main course can be improved with the addition of this zesty salad:

Wash and prepare one medium size tomato and half a head of lettuce in bite sizes in a salad bowl. Add two stalks of celery, cut fine. One half of a small onion comes next and in tiny pieces, please. Now, the gourmet touch! Into a separate bowl, cut one of your hard-boiled, chilled eggs into eighths, mix with one slice of American cheese torn into small pieces. Blend with one-half cup commercial sour cream and one teaspoon of bottled lemon juice. Add salt and pepper to taste and a touch of garlic salt. Set both bowls aside to chill while the main dish cooks. When ready to serve, add the sour cream and egg mixture to the salad in place of dressing. Toss lightly. Notice how the mixture blends the whole salad into a delightfully different flavor treat. Takes seconds and serves two. Cut the recipe in half for the nights you eat alone.

1

Saturday
JANUARY 1966

BUSINESS

Appointments

Notes

Things to Do

Does tome mean: (A) a long poem, (B) a gravestone,
(C) a heavy volume? (see last page)

2

Sunday
JANUARY 1966

PERSONAL

Appointments

Notes

DAILY EXPENSE RECORD

Item	Cost	Item	Cost

Does anachronic mean: (A) an invalid, (B) a liar
(C) out of date? (see last page)

1
2
Sat Sun

TOTAL[illegible]

Names & Addresses

Important Dates



"Don't bawl me out . . . I'm from
the office across the street!"

Answers

ANSWERS TO "WORD GAME"

Jan. 1, C; Jan. 2, C; Jan. 3, A; Jan. 4, B; Jan. 5, B;
Jan. 6, C; Jan. 7, B; Jan. 8, C; Jan. 9, A; Jan. 10,
C; Jan. 11, A; Jan. 12, B; Jan. 13, C; Jan. 14, A;
Jan. 15, B; Jan. 16, B; Jan. 17, A; Jan. 18, B; Jan.
19, A; Jan. 20, C; Jan. 21, B; Jan. 22, A; Jan. 23,
B; Jan. 24, C; Jan. 25, A; Jan. 26, C; Jan. 27, A;
Jan. 28, B; Jan. 29, B; Jan. 30, A; Jan. 31, A.

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